

## Inside this issue:

Media Momentum, K mart's newly created in-house ad agency, is our main feature in this edition.

**CRISPER ADVERTISING**  
1983 AUGUST 17

**NATURALLY GOOD**  
Like Mother Nature, Multigrain™ helps promote good health naturally. Free of sugar and preservatives, artificial colors and flavors.

100% Multigrain Soup, 16 oz. can	1.99	100% Multigrain Soup, 24 oz. can	2.99
100% Multigrain Soup, 32 oz. can	3.99	100% Multigrain Soup, 48 oz. can	5.99
100% Multigrain Soup, 64 oz. can	6.99	100% Multigrain Soup, 96 oz. can	9.99
100% Multigrain Soup, 128 oz. can	12.99	100% Multigrain Soup, 192 oz. can	19.99
100% Multigrain Soup, 256 oz. can	25.99	100% Multigrain Soup, 512 oz. can	51.99
100% Multigrain Soup, 1024 oz. can	102.99	100% Multigrain Soup, 2048 oz. can	204.99

**Knorr**  
The Taste of Nature

**ProStee**  
**DDH**  
**Knorr**  
**Touring**  
**TRINITY**  
**Knorr**

If you play the game, we've got the pro-line golf balls

**13.88**

Our wide experience in consumer packaging design, brought to you by Knorr, creates a distinctive, professional design. As the name Knorr is high quality, so is our product. Knorr is the only name you can trust for your golfing needs.

**Knorr**  
we've got it and we've got it good

These ads are just a sampling of what Media Momentum has done. The ad to the left appeared in USA Today, a first for K mart. Above, an ad appearing in Prevention, a consumer magazine targeted to the health audience.

## N · E · W · S B · R · I · E · F · S

Improvements in K mart's merchandising program, favorable weather and optimistic consumers all contributed to a 15.5% rise in K mart Corporation consolidated sales for the five weeks ended June 29 over the level of the previous June, according to Board Chairman Bernard M. Fauber.

The performance was K mart's strongest monthly comparison since January 1982.

The estimated June sales results of \$1,839,738,000 (compared with \$1,592,945,000 for June 1982) boosted K mart's year-to-date sales increase to 11.0% over the first 22 weeks of fiscal 1982. At the end of the period, total sales for fiscal 1983 were \$7,242,243,000 compared with \$6,525,458,000 for the same period last year.

Fauber said seasonal goods, including summer clothing, sold especially well in June because of hot temperatures. He also credited the addition of high-quality, name-brand merchandise for much of the strength in apparel sales.

"We also believe the substantial increases in men's and boys' clothing result partly from the conversion of merchandising systems in those departments to match the efficient procedures used in ladies' and girls' apparel," Fauber added.

Comparable store sales—those from K mart stores open at least one year—increased by 13.8% this June over the same period in 1982.

Sales figures include results from K mart discount department stores, which totaled 2,139 on June 29, 1983, compared with 2,084 K marts on June 30, 1982. Also contributing to sales are Designer Depot, Kresge and Jupiter stores and Furr's Cafeterias, Inc.

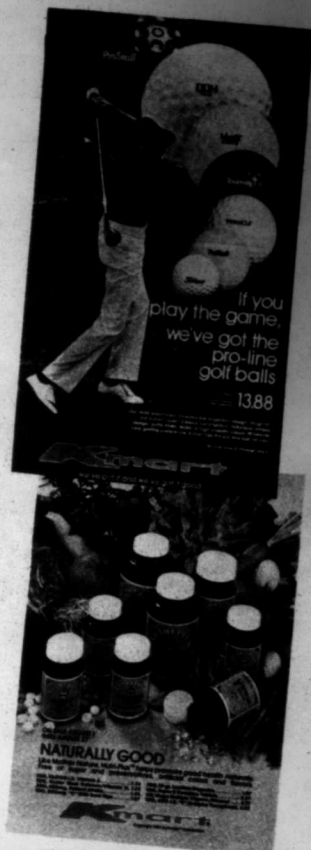
## Media Momentum

As far back as ten years ago, K mart started to toy with the idea of creating an in-house advertising agency. "But we were looking at such a venture on too broad of a scale," says Mike McClure, Director of the newly-created, in-house ad agency, Media Momentum. "In the past we have placed a considerable amount of our advertising with outside agencies." This we wanted to change and bring some of the outside work in and obviously cut costs. Media Momentum has started by handling the magazine advertising. This seemed a more logical place to start and fortunately our timing was good to start this project; we had the right people to direct and assist in getting it off the ground, which included Norman Milley, Vice President General Merchandise Manager, and Jim Moser, Director of Advertising.

Media Momentum, Inc. is a subsidiary of K mart. It was formed in November of last year with Milley and Moser coming up with the name. Media entails all advertising conveyed through radio, TV, magazines and newspapers and Momentum signifies the active motion of this new agency. It has its own logo, which substantiates it as a recognized ad agency. Ad projects include K mart Apparel, Meldisco (K mart footwear), K mart Enterprises (KE), and all K1 and K2 departments.

McClure feels that starting a venture, such as this, on a small scale is a wise move. "The amount of magazine ad production we're doing in terms of size is not great, but it is growing and that's primarily what we're working on," explains McClure. "We intended to start small and when we're ready to expand, Media Momentum will become involved in handling other media."

Ad production starts with working up a conceptual layout, created by Betty DiBartolomeo, Manager of K mart Creative Advertising, Design and Illustration. Working with her are Lenore DeLiguori (better known as Wickie) and Pat Westphal, who do the mechanicals. The layouts along with the merchandise, models, props, etc., are taken to our internal photographic studio. The layouts serve as a guide for the desired look of the ad and several shots are taken to obtain that look. "We've approached the magazine ads very carefully and now we're getting good at doing them," notes McClure. "Magazine advertising is very different from doing newspaper inserts or rotos. When you start to enter into a magazine such as *Cosmopolitan*, *Family Circle*, you're competing with people out there who've been doing this for a long time and they do their work 100% perfect every time."



### Store Openings

	Region	Tentative Opening
July	E 3597—Holmes, PA	July 21
	E 3598—Roanoke, VA	July 21
	E 7575—N. Bergen, NJ	July 21
	M 7559—St. Paul, MN	July 21
	S 7599—Hammond, LA	July 7
	S 7909—LaPlace, LA	July 14
	S 9758—Clinton, TN	July 21
August	S 9795—Boutte, LA	July 14
	C 9783—Middlesboro, KY	August 3
	C 7585—Grandview, MO	August 25
	C 2008—Ann Arbor, MI Designer Depot	August 18

## Media Momentum

Other ads, such as those in the footwear division, are sometimes produced in New York. "It just depends on what the criteria for the design concept of the ad is, i.e., do we need models, are we going to accessorize it," explains McClure. "We try to do everything here at the home office that is physically possible within our own means, using our resources as opposed to going to an outside studio."

Currently in production are the Christmas ads for this year. "All these toys you see displayed are for a special multi-page effort to appear in the November/December issue of *People* magazine," says McClure. "Also KE has us doing an ad for the September issue of *Sports Illustrated* on our quality exercise equipment."


In the back-to-school bibles of America's young—*Teen*, *Seventeen*, and *Young Miss*—Media Momentum has produced fifteen pages of advertising running in each. They were created at the home office with some of the photography shot in Dallas. "These ads add a totally different look to K mart's advertising campaign. That's why we ask the people on the magazine make-up staff to position our ads opposite something other than editorial, something that might tie in or relate to our product. Even coordinating the colors of a spread produces a desirable effect that entices the reader to notice our ads."

Understanding why certain magazines are successful and carry a wide circulation is vital to placing an ad. "When you

go into a magazine, you first have to realize that the readers put a lot of credibility into that magazine's content, including its advertising," says McClure. "These readers are loyal to the editorial content and that's why our ads should project the proper image of the Corporation."

Also, knowing what readers you are reaching is important. We talked with some people from *TV Guide*, second largest magazine in circulation, (number one being *Reader's Digest*) about how this type of information is obtained.

A Simmons research, similar to the TV Nielsen studies, is conducted to determine what kind of people read a certain magazine, the average income level, what those people look for in advertising, etc. One study revealed readers would like to see swimsuit styles which was our cue to show what we had in swimsuit apparel. And by K mart being in both *TV Guide* and *Reader's Digest*, we can reach half of America with our advertising.



Mike McClure, Director of Media Momentum

There's a lot of things one can do in magazine advertising and K mart wants to be there more often. If you look at your time today, you can see that advertising has to be good in order to be worth your time reading it. "People are very selective on how they spend their free time," explains McClure. "When you buy a magazine, you buy it for a specific reason, such as its editorial content. Consumer magazines are growing and will still keep growing, although many will target themselves towards a specific audience. That's why we need to be in these magazines more often."

Media Momentum is part of the strategy in building our image. "We will reach the quality conscious consumer who is looking for top brand name merchandise at a value by using these magazines. We want to increase the awareness level that a lot of reputable products are available at K mart because these magazines are known for their believability."

While there is still a lot of learning for Media Momentum's staff, one thing is certain, at the end of this year each store will realize a credit, accumulated from not having to pay a commission to an outside agency. And according to McClure, this was the major reason Media Momentum was created—to save money with no loss of quality in K mart advertising. "It was the company's intention to pool all of our best resources together to make this project work in cutting costs."

It is saving K mart money, but the most important fact is that it's making a lot of people happy. DiBartolomeo's staff enjoys working layouts because it requires creativity. McClure says, "In my sixteen-and-one-half years with the company, I have found that magazine publishing is one of the most fascinating businesses around."

Standing, Betty DiBartolomeo and Lenore DeLiguori discussing an ad layout.



# Suggestion System

## Analyzing a Suggestion

No idea is too small or too far fetched to be considered by the Suggestion System.

Each and every suggestion is studied and reviewed thoroughly. If it is technical in nature or involves specialized areas, it will be sent to experts for analysis before a decision is made about it.

Sometimes, the full impact of an idea may not be realized until months after it has been instituted. What works out well on paper, many times turns out to be even a better idea when it is put into practice.

Emil Olson, Senior Buyer in needlework and notions and chairman of the suggestion system committee says that there are two types of suggestions which are the best kind.

One will improve the saleability of an item and the other will save the company money and control expenses.

Three basic awards are given for suggestions: regular, local and coincidental. Both certificates and monetary awards are given for all.

A regular award is a unique and useable idea. If an idea is good and should be put into effect but is applicable only to the store or department from which it was submitted, it will be marked local. If an idea is not entirely new, but is timely and worth recognition, then it will be designated coincidental.

A Top Notcher award is given to someone after they have already received five regular awards.

After filling out a suggestion form, you must send it back to the Suggestion System office at KIH, headed by Barbara Ritchey.

The suggestion is dated, categorized and given a number. Then it is read and sent off to the appropriate department head who will read it and evaluate its merit. They send it back to the suggestion system office and a letter is mailed to the suggester.

If a suggestion cannot be accepted, a letter is also sent to the suggester indicating why.

The concept of the suggestion system is to motivate the employees to communicate their ideas to the company in hopes of helping K mart to run smoother and more efficiently.

Here in this issue, we have published some of the best regular awards.

### Regular Awards

Dean A. Scott, 7503, Petersburg, VA—

Reference Chart on Gas Caps: Since we carry several gas locking caps to fit several cars, most of the time one cap may fit several automobiles.

The K-4617/K-4610 gas cap fits several cars with no major adjustment. After the model number on the chart there is an asterisk (\*). This means that if you own this model you must remove the throw-away cover.

Almost all our customers don't remove this cover which means this correct cap won't fit due to lack of observation. I suggest that they be more highlighted, or use a separate card for this cap. Almost all of our refunds on this cap are due to the asterisk and its position.

Patricia Tinney, 3118, Philadelphia, PA—  
Record of Outbound Shipments Pages:

Instead of a large remarks column, they should have a column for you to record outbound shipments (Route Carrier name). It is a lot easier to check the advice if there is a problem with your shipment once it leaves the store.

Peter A. Nadowski, K mart 3107, Beloit, WI—  
Control of Misrouted Merchandise: About two years ago I submitted the idea about putting controls on misrouted merchandise before this merchandise was sent back with the truck driver. There was no way of knowing if the merchandise was taken back to the terminal or not. I suggested that the merchandise be taken as part of the store's merchandise and memo'd. Mr. Wiess, the Security D.M., said my suggestion would save the company a lot of money because we would have tighter control over misrouted merchandise.

Richard A. LaCoursier, K mart 4204, Warren, MI—  
Photo Finishing Lab: I have designed and installed a film transport system for conveying film from the printer's work station to the finishing station, thereby eliminating the need for the finishing operator to leave his/her station and walk to the printer's station to pick up the film. This will save time and increase productivity of the finishing operator as well as save time and handling for the printer. Installation of this system workflow has greatly improved processing of customer orders.

James E. Krall, 7326, Grand Rapids, MN—  
Pharmacy—Generic substitution sign:

I suggested changing the present sign "Generic—Substitution made when permissible" to read "Generic—Substitution made when permissible using F.D.A. Govt. approved generics."

This sign will increase our prestige as selling high quality pharmaceuticals. Fewer customers will question the quality of our medications. The television programs "20/20" and "60 Minutes" have brought to the attention of the public that some pharmacies sell unapproved generic drugs. This sign would reassure the customer that we sell government approved generics.

Dennis J. Jubera, K mart 7549, Centerville, OH—  
Rainchecks—Accepted by any K mart:

I suggested all rainchecks should be imprinted with "This raincheck will be accepted at any K mart, Kresge, or Jupiter in the United States providing store has merchandise in stock."

This will be a convenience to the customer, will promote goodwill towards K mart and insure quicker customer satisfaction.

Rita A. Bartus, Kresge 227, Birmingham, MI—  
Solution for removing price stickers:

I suggested using a brush-top spot remover for removing price stickers and residue from books. Hundreds of dollars worth of books can be saved as well as much time. One bottle of spot remover goes a long way and removal takes just a few seconds.

Randall W. Dennis, K mart 9100, Cambridge, OH—  
"Team" concept slogan:

I suggest that we have a team concept slogan that reads as follows:

K mart  
Together-we  
Each-will  
Accomplish  
More

This would be good for employee morale. It is good to have a slogan that employees can refer to and use as an incentive towards working together as a team to make the organization run as smoothly as possible.

Sally K. Dossett, K mart 4041, Sioux Falls, SD—  
Pump dispenser applied to K mart baby shampoo:

A pump dispenser should be applied to the K mart baby shampoo. Johnson & Johnson has not come out with this idea yet. It would be beneficial to K mart to incorporate this into our already good-selling item because it would be a great convenience for mothers and fathers. It is very hard and cumbersome to handle a baby while trying to unscrew the cap off of the shampoo bottle.

Calvin M. Slevers, 4170, Rapid City, SD—  
KE-Archery bows safety security system:

I suggested we take the smallest padlock available from hardware and secure the compound bows by locking the string and two cables together where the securities were. This is a lot safer and provides personal access to each customer. The locks cannot be removed except by an employee, unlike the security fasteners, which were often cut.

Compound bows are as dangerous as a rifle when left unattended. Customers understand that this security measure is taken for their safety.

Laurel L. Klopotek, K mart 7475, Wausau, WI—  
Loading docks have yellow band on concrete curbs in truckwell:

Our new K mart is equipped with two docks that have a median strip of cement of about six inches thick by about two feet wide and also have two cat walks on each side. I suggested painting both (median strips and cat walks) yellow. The truck drivers have trouble backing up because from inside the cab it all looks level and hard to determine. We have a guard rail and wall on one side and the new store wall on the other.

This will save K mart money from not only chipping out concrete and scratching the wall, but will also help keep the trucks from backing into the store wall and causing considerable damage.

Ron Kahvalts, K mart 9274, Greenwich, NY—  
Automotive—shock absorber display:

The present shock display does not allow all shock numbers to be displayed. Many numbers are kept in the stock room and the customer must ask for them.

Because we are primarily a self-serve store, many customers not seeing a place for them on the counter assume that if it's not on display, we don't sell them.

The result is lost sales. I suggested that we display a sign that says, "Shocks not displayed are available from sales clerk."

Debra K. Vallner, 7191, Fond Du Lac, WI—  
Batch Reference in 605 Ledger:

I suggested adding a space in the outbound merchandise claims control ledger for reference to the batch page or number that the claim appears on.

Michael A. Benson, 3165, Marietta, GA—  
Flashlite Battery Logo: I noticed in our Atlanta newspaper that Sears has picked up their "Die Hard" battery logo and used it on their private label flashlite batteries. I first sent this idea to my D.M. to see what he thought. I am now submitting it to the suggestion system since we had a "name the battery contest" in Auto. I think we should use our new name on our private label batteries.

Wanda L. Chestnut, 7151, Vista, CA—  
Push broom handle with metal insert:

The handle and broom head should have a metal inset in the broom head and on the broom handle. The broom would last longer and we wouldn't have to order as often.

# Executive Promotions



Richard Archibald has been promoted to Senior Vice President, Merchandising. He will work out of the New York office.

Archibald joined K mart in 1949. He was promoted to his first managerial assignment at Kresge 347 in Hamtramck, Michigan, in 1957. Since that time he has served in the following positions: Manager of several Kresge stores, District Manager in the Central and Western Regions, Merchandise Manager in the Western Region, Assistant Regional Manager in the Western Region, Buyer at KIH, Director of International Development in our European Office, Senior Vice President Product and Resource Development, K mart Apparel and Team Leader K mart International Services in Japan. Archibald was promoted to his present position of Senior Vice President, K mart Apparel Merchandising in California in 1982.



Thomas J. Carpentier has been promoted to Assistant to the Executive Vice President of Merchandising and Subsidiaries.

In 1962, Carpentier joined K mart. He has managed several Jupiter, Kresge, and K mart stores since his first managerial assignment in 1968 at Jupiter 4569 in Johnstown, Pennsylvania. He has also served as District Manager in the Eastern Region, Sales and General Merchandise and Operations Manager for Jupiter Stores at KIH, Sales Manager and General Merchandise Manager for Kresge and Jupiter Stores, Co-Director of Promotional Stores and General Manager of Group Nine Stores. He was promoted to his present position of Director of Merchandising at KIH in 1983.

David V. Barbieri has been promoted to Coordinator of Merchandise Analysis reporting directly to the Senior Vice President of Sales and General Merchandise Manager.

Barbieri has been a member of K mart since 1971. He joined the Research Department through the University of Michigan co-op program and became a full-time employee in 1972 as a Research Analyst. In 1977, he was promoted to the position of Assistant Manager of the department. In 1981, he was promoted to his present position of Merchandise Controller.



Percy G. Mullins has been promoted to Director of Store Merchandising in the Central Region.

Mullins joined K mart in 1963. Since his first managerial assignment in 1970 at Kresge 155 in Detroit, Michigan, he has managed several Kresge and K mart stores and has also served as District Manager in the Central Region.



James T. McKittrick has been promoted to Director of Merchandising at KIH.

McKittrick has been with K mart since 1965. He was promoted to the management of his first store, Kresge 549 in Lansing, Michigan, in 1971, and since that time has managed several Kresge and K mart stores, served as District Manager in the Central Region and Regional Merchandise Manager in the Central Region. He has served in his present position of Director of Store Merchandising in the Central Region since 1982.

David M. Gable, Manager of K mart 3229 Baltimore, Maryland, has been promoted to K mart District Manager in the Eastern Region.

Gable started his career with the company in 1959. He received his first managerial position in 1965 at Kresge 460, Harrisburg, PA. He then went on to manage two more Kresge stores.

In 1972, Gable was appointed to K mart 4462, Seekonk, MA. In 1974 he became District Manager in the Eastern Region. In 1977 he was promoted to the management of 3229.

Robert J. Caliguri, Manager of K mart 3308 Lake Orion, Michigan, has been promoted to K mart District Manager in the Central Region.

Caliguri began his career in 1970. His first management assignment was at Kresge 298 in Cleveland, OH. In 1979 he was appointed to K mart 7210 in Mansfield, Ohio.

Caliguri went on to manage one other K mart store before being appointed to 3308.

# Retirements

Richard H. Falck, Executive Vice President, Merchandise Systems and Distribution, has elected to take early retirement as of September 1, 1983.

Falck has served K mart well for 35 years and now chooses to retire in order to pursue other interests.

He was a broad-gauge executive who most effectively handled a wide variety of assignments. His most recent involvement has been with the P.O.S. (Point of Sale) development.

Robert F. Kresge will retire from K mart after more than 36 years of service.

Kresge became a member of K mart when he joined the staff at Kresge 267 in Cleveland, Ohio in 1946. During his K mart career, he has managed several Kresge stores and K mart 4021 in Southgate, Michigan. He has also served as a District Manager in the Central Region, Co-Director of K mart Merchandising at KIH, Divisional Merchandise Manager and Senior Buyer.

# Anniversaries

Ruth V. Anderson, K mart 3567, Onalaska, WI, 40 Years  
 Wilfred H. Smith, K mart 3044, Lawton, OK, 40 Years  
 Charles J. Naber, K mart 4105, Ann Arbor, MI, 35 Years  
 Norman A. Stephensen, K mart 4032, Greensburg, PA, 35 Years  
 Arlene R. Summers, K mart 4177, Racine, WI, 35 Years  
 Edwin A. Beyer Jr., CRD, Plymouth, MI, 30 Years  
 Mr. Willie B. Hardley, KIH, Troy, MI, 30 Years  
 Mary L. Laursen, K mart 4369, Las Vegas, NV, 30 Years  
 Sally A. Kruck, FTW, Fort Wayne, IN, 25 Years  
 Jerry L. Lockwood, FTW, Fort Wayne, IN, 25 Years  
 Geraldine R. Russo, K mart 4445, Coraopolis, PA, 25 Years  
 Emil R. Olson, KIH, Troy, MI, 45 Years  
 Alice Burrell, K mart 7255, Somerset, KY, 35 Years  
 Richard H. Falck, KIH, Troy, MI, 35 Years  
 Irvin F. Felds, MRO, Hoffman Estates, IL, 35 Years  
 Harry J. Hardisty, KIH, Troy, MI, 35 Years  
 William J. Madigan, K mart 3170, Zanesville, OH, 35 Years  
 Virginia B. Wicks, Jupiter 4548, Petersburg, VA, 35 Years  
 Mary Jean Wilkinson, K mart 3107, Beloit, WI, 35 Years  
 William A. Farmer, KIH, Troy, MI, 30 Years  
 Mary Ann Murphy, K mart 4022, Grand Forks, ND, 30 Years  
 David D. Williams, FTW, Fort Wayne, IN, 30 Years  
 James L. Amstutz, FTW, Fort Wayne, IN, 25 Years  
 Rosemarie A. Ciullo, Kresge 351, Scarsdale, NY, 25 Years  
 Alyce H. Coleman, Kresge 659, Detroit, MI, 25 Years  
 Vernon L. Davis, KIH, Troy, MI, 25 Years  
 Sara H. Ferrebee, Kresge 566, Wayne, MI, 25 Years  
 George A. Kellier, WRO, Covina, CA, 25 Years  
 Jan K. McConkey, MRO, Hoffman Estates, IL, 25 Years  
 Stanley McNeil, SRO, Atlanta, GA, 25 Years  
 William A. Miller, FTW, Fort Wayne, IN, 25 Years  
 Alma Rose Hanks, K mart 7026, Vincennes, IN, 40 Years

# Anniversaries

 Alfred A. Shepard KIH Troy, MI 45 Years	 Donald P. Fredrickson, Jr. K mart 4475 Gresham, OR 25 Years	 Floress K. Richmond Kresge 367 Ironton, OH 40 Years
 Wilma L. Geer K mart 9136 Canton, IL 40 Years	 Billy M. Ayers ERO E. Brunswick, NJ 25 Years	 Eldina L. Golden Kresge 1 Detroit, MI 30 Years
 Arthur W. Canine KIH Troy, MI 35 Years	 Margaret J. Gibson Kresge 671 Rapid City, SD 25 Years	 William E. Kendall KIH Troy, MI 30 Years
 William L. Kilian KIH Troy, MI 35 Years	 Zilpha I. Small Kresge 2 Port Huron, MI 25 Years	 R. Jay Knuth K mart 4162 Salt Lake City, UT 30 Years
 Margaret Colby K mart 9753 Janesville, WI 30 Years	 Charles A. Armstrong Kresge 282 Tallmadge, OH 25 Years	 Myrtle Randall Kresge 566 Wayne, MI 30 Years
 Robert A. Mulligan KIH Troy, MI 30 Years	 May E. Savino Kresge 282 Pittsboro, PA 40 Years	 Naoma M. Williams Kresge 391 Charleston, WV 25 Years
 Kathleen F. Rosebrock Kresge 6 Bay City, MI 30 Years	 John E. Lynch SRO Atlanta, GA 45 Years	 Donna R. Wilson K mart 4041 Sioux Falls, SD 25 Years
 Lawrence J. Schultz, Jr. K mart 4429 Monroeville, PA 30 Years	 Ruth W. Newman K mart 4208 Muncie, IN 40 Years	 Daniel L. Zimmerman K mart 4249 Elkhart, IN 25 Years
 Richard W. Whitman KIH Troy, MI 30 Years		

## Friendly Service Means

# Customer Care

I would like to take this opportunity to let you know about one of your employees at the Highland Park K mart. His name is Jim Fields, apparel manager.

He is, without a doubt, very conscientious, capable, understanding and most of all cooperative. He made my trip to K mart a pleasurable experience, being most helpful in my needs at the time. I purchased 68 caps for men along with a few other things. They were given as Father's Day gifts for male residents at G.A.F. Lake Cook Terrace Nursing Home, Northbrook, Illinois. He turned a shopping chore into a fun shopping spree. Thank you for taking the time to read this letter.

Thanks to apparel manager Jim Fields, K mart 3035 Highland Park, Illinois.

I am sending this letter from Alaska. In Granite City, Illinois, I received a raincheck for a Minolta 35mm camera in mid-May. Since I was planning a trip to Alaska, I wanted to be sure to have my camera with me. When I called to check on the camera and explain the situation, I was lucky enough to speak to Mark McIntyre.

The K mart in Granite City did not have any Minolta's in stock and were unsure when they would come. Mr. McIntyre diligently searched for this camera to ensure a successful vacation for me.

Mr. McIntyre finally found one and only one camera. But of course that was all I needed. Because I am so appreciative of his efforts on my part, I feel it is necessary to bring this hardworking young man to your attention. I would like to commend him for his excellent work and hope you do the same.

Any employee as diligent, sensitive, and caring as Mark McIntyre deserves not only credit for his good work but your highest consideration and reward for his excellent knowledge and handling of the public.

Mr. McIntyre has great potential to further himself in your corporation.

Thanks to camera-jewelry employee Mark McIntyre, K mart 3137, Granite City, Illinois.

I have been a K mart customer for several years and wish to share an example of what I consider an outstanding service rendered by Mr. Sealey.

Recently, I visited your Western Blvd. store and was promptly greeted by Mr. Sealey who offered to assist me. I explained that I just wanted to "look" at some portable radio stereo sets. He showed me several units and demonstrations and provided a full explanation of the advantages of each. Although I informed him that I did not intend to make a purchase at this time, he still persisted in his enthusiasm without creating undue sales pressure.

Later, I returned to the store, saw Mr. Sealey, and purchased one of the sets. When he wrote the order he asked my permission to have a trainee participate in the transaction. I was pleased to consent and was quite impressed with his instructions to the trainee.

As you might surmise, on both times I visited, there were many obvious job pressures, but Mr. Sealey conducted himself with complete control and composure.

If your company has an incentive awards program, I would suggest that you consider Mr. Sealey as a candidate for appropriate recognition and honor.

You may count on my continued K mart shopping.

Thanks to Jerry Sealey, K mart 4450, Raleigh, North Carolina.



## Customer Pleaser

Store reporter Regina Shortridge, K mart 9749, Winchester, Kentucky

Since our store opening of August '82, Lela Brown has proven what a customer pleaser should be. Lela is a very outgoing person. I'm sure there's not a customer in Winchester, or for that matter an employee, who dislikes her. She knows how to please our customers, and that's what keeps them coming back. She always has a smile on her face, even when things are not going so well for her. She knows more jokes than anyone around. I guess if I were to sum up our feelings in one word about Lela, it would be "extraordinary". As long as she's around, we can rest easy that our customers will walk away satisfied.

Yesterday I purchased a lawn mower from your Gulfport, Mississippi, store. Difficulties developed with the mower, therefore, I contacted the store and returned with the mower. Your assistant manager, Benny Redmond, was most helpful, kind, courteous and a great asset for your store. It is a pleasure to do business with your store.

Thanks to Resident Assistant Manager Benny Redmond, K mart 7089, Gulfport, Mississippi.

I wish to express my feelings about a fine young lady in your employ, Arlene Hopkins, at the K mart cafeteria at Greenfield and Michigan in Dearborn.

If there were more people like this one it would be a pleasure to find them. She is a very alert, fast person that makes every move count and can fit in wherever she is needed. She is not afraid to work and she really likes people and her job.

She will go out of her way for them. I know for I am a diabetic and she made an effort to help me get my food when I explained I had to have it in a hurry at this time. She has a very fine personality and does not make you think she is doing you a favor to wait on you.

The poker faced personnel who have no interest in the customer make me angry. To them it's just a job and paycheck. We bring in the money.

This young lady has good qualities to be a success.

Thanks to cafeteria employee Arlene Hopkins, K mart 3395, Dearborn, Michigan.

Recently I had a problem with some wall paper obtained at your store. These three people handled my problem with such consideration that I feel you should be made aware of them. They are a definite asset to your company and contribute to the good image of K mart.

You will always have return customers as long as you continue to employ people such as these.

Thanks to Co-Manager Thomas Cole, Home Center Manager David Oliver, trainee Jim Petty, K mart 3251, Indianapolis, Indiana.

This letter is in regards to my conversation I had with your assistant manager.

I have met you at the Chamber of Commerce luncheons and since have seen you at various functions. I know how you have great pride in your store and thought perhaps you might like to hear of my experience in there today.

I needed to come in contact with three of your employees. A gentleman at your Customer Service area, a woman in the aisle close to the Drapery Department, and a young woman helping me in the Drapery Department. Now, since I live in St. Petersburg and work in Seminole, I have only been in your store four times, including today. I have not needed help in the past, so I just went in and out of your store quickly. Due to having problems today, I needed the help and I want you to be aware that the three employees I did come in contact with were extremely pleasant and helpful. You could tell those that helped me were pleasant not because it was their job but because evidently they are like that at all times. Should I need to shop at K mart here in Seminole you can be sure I will.

So many times in our society it is much easier to sit and write a letter to complain and for some reason or other we don't have the time to write a letter of praise. It appears as though you have all the right to be proud of your employees and please let them be aware that some of their customers are thankful to come across some nice, pleasant individuals and for them to keep up the good work.

Thanks to Manager J. Johnson and staff at K mart 3549 Seminole, Florida.

I just want to let you all know what fine stores you have. I go to the K mart in the Westchester Shopping Center on S.W. 24th St. and 84th Ave. in Miami, Florida.

The store is always clean and well kept. The products are of good quality and value. Please keep up the good work.

Thanks to the staff at K mart 4298, Miami, Florida.

I am writing this unsolicited letter to compliment your employment of a special woman, Ms. Jackie Golden. On Thursday, June 23, I had the pleasure of encountering Ms. Golden at her register station.

During the usual tallying procedure, I became aware of Ms. Golden's special concern for courtesy, efficiency and genuine friendliness for her customers. You may wonder why I would take the time to communicate about an ordinary transaction at K mart.

That's just the point! In no sense of the word was this exchange ordinary.

Doing business at any level is enhanced by a positive corporate attitude but it's the real human touch at the register that makes the difference for me.

I appreciate Jackie Golden. She gives real meaning to your slogan—Thanks for shopping at K mart.

Thanks to checkout operator Jackie Golden, K mart 3254, Fort Wayne, Indiana.

I am writing to you as a satisfied K mart customer. I shop at the K mart Plaza in Waterbury, Connecticut. It is a well-managed and very clean store.

Recently, I did some work on my house and bought supplies from your home improvement department. I must say that the courteous and helpful service I received from your employee John D'Amelio has never been duplicated by any other discount store. Others have told me the same thing about him.

In this day of fast sales and little service, Mr. D'Amelio is truly a credit to your organization.

I will continue to shop at K mart and I always recommend your store to relatives and friends. Thank you for your time.

Thanks to Home Improvement Manager John D'Amelio, K mart 3152, Waterbury, Connecticut.

## Regional News

### Letters of Encouragement, Contributions for K mart Employee

Store reporter Larenda Johnson

Tom McCann, automotive Service Manager at K mart 3254, Fort Wayne, Indiana, was diagnosed four years ago as having terminal leukemia. In the fall of 1982, Tom entered a hospital in Seattle, Washington, where he received a transplant of bone marrow from his brother.

Tom's transplant was considered a success and he was allowed to return home.

He is a humble man and has shunned most efforts for charity fund raising to help his family, but the churches in his small community of Churubusco, Indiana banded together to help raise over \$2,400 to help support Tom's wife Lana and their two young children.

The four area K mart's helped raise enough money this past Christmas to keep this holiday from being a bleak one for his two children.

Weekly donations are still being taken at the four K mart stores in the area to help Tom and his family. The small contributions mean so much in helping them to meet their basic needs.

Contributions and letters of encouragement may be sent to Tom in care of K mart 3254, 820 Coliseum Blvd. N., Fort Wayne, Indiana 46805.

### Positive Thinking Helps Brad Schlyer Win a Car

Store reporter Nancy Lisak



Brad Schlyer, K mart 4437, Topeka, Kansas, and his new Grand Prix.

Brad Schlyer, camera department manager at K mart 4437, Topeka, Kansas, is the proud owner of a free 1983 automobile.

He was the winner of a drawing at the Annual PACE auction at Hayden High School recently.

When Brad received the call informing him of his good fortune, he was too stunned to respond when asked if he would like a Pontiac Firebird or Grand Prix. But by noon the next day, he had decided on the blue Grand Prix.

Brad credits his good luck to the power of positive thinking. He kept saying that he was going to win!



Sherri Painter, Fort Wayne Distribution Center, Fort Wayne, Indiana.

### Jazz Dancer

Store reporter Valerie Gater

Sherri Painter, employee of Fort Wayne Distribution Center, is one of nine members of the Jazz Factory, Fort Wayne's only professional jazz dance company.

The company recently made the front page of the morning newspaper when they demonstrated their talents with a Broadway jazz technique for the Fine Arts Foundation Fund Drive Kick-off.

The event is designed to raise operational funds for the foundation's six member organization: Fort Wayne's Art Museum, Ballet, Cinema Center, Civic Theater, Historical Society, and the Philharmonic.

Their routines were worked in behind the models as they displayed the latest fashions for spring and summer from a local department store.

Sherri works in the invoice department of FWDC during the day and is committed to a rehearsal and performance schedule that dictates the jazz Factory members to learn at least six routines a week.

All of the Jazz Factory members are gainfully employed and teaching dance. Six are experienced choreographers. The director of the company is Larry Life, an Indiana-Purdue, Fort Wayne theater professor.

Sherri has been dancing for six years. Two of those years were spent teaching at Jordan Kay Studio. She feels performing is the way to gain identity as a dancer.



The Greater Seminole Area Chamber of Commerce monthly courtesy award went to mechanic Kim Hickman, from K mart 3549, Seminole, Florida.

Left, Esther Macdonald makes the Chamber presentation to Kim, center, while auto center manager Bill Moore looks on. Kim has been with K mart for 12 years.

### Drill Team Wins Accolades

Store reporter Marcella Allen

Chillicothe, Ohio is proud of its high school drill team, the Cavalettes, who recently were crowned State Champions in Class B at Otterbein College.

Especially proud of the Cavalettes are three employees at K mart 3226, Chillicothe, Ohio. They are Jean Harper, area merchandiser, whose daughter Lisa is captain of the team; Karen Smith, camera-jewelry manager, whose daughter Tracy is second lieutenant on the team; and Judy Spiers, layaway, whose niece, Heide Simpson, is a member of the team.

The Cavalettes were formed in 1971 as an auxiliary group to the high school marching band. In various competitions over the years, the team has won a total of 47 trophies, of which 42 were first place including State Champion trophies for Class B Recorded National Drill Team Association competition in 1978, 1979, 1980, and 1983.

1983 has been an outstanding year for the Cavalettes. At the Worthington Drill Team Invitational they placed first in their division. At the Zanesville Spectacular the team placed first in their division along with winning Best Inspection and Grand Champion trophies. The Cavalettes then concluded their winning season with bringing home the Class B State Championship.

Mayor Clark Alexander proclaimed a recent day as Cavalette Day in recognition of the team's superior record of drill team excellence.



Members of the team are left to right: first row—Lisa McMahan, Laura Depugh, Missy Myers, Debbie Norris, and Taff Nissimov; middle row—Lea Manion, Shelly Pocock, Tracy Smith, Ann Lechner, Mary Spence, and Lisa Harper. Back row—Heidi Simpson, Janey McClure, Cheri Hartsough, Jill Henke, Michelle England, Mary Herrstein and Caroline Wissler.

## On track with Dan Hannon

Staff at K mart 9782

Twenty-year-old Dan Hannon, K mart 9782, Chagrin Falls, Ohio, has been a serious runner for quite a few years and has some accomplishments that should be touted.

During his high school years, Dan ran a mile in 4:27 minutes and two miles in 9:36 minutes.

He went on to Kent State University—Geauga Campus where he is majoring in business and has been honing his running skills by running cross country at a school with no track team.

His first try at marathoning was at the Revco Marathon held in Cleveland on the 26.2 mile course. Before the run, he had the chance to talk with some of the veteran runners who told him to hold back the first ten or eleven miles so he wouldn't tire before the last fifteen or sixteen miles.

Dan earned the "K" pride vote for his performance, placing 38th in a field of over 2,000 runners with a time of 2:33:56 and coming in second in his age group.



Dan Hannon, K mart 9782, Chagrin Falls, Ohio.

## It's Up to You

Store reporter Darleen Strassle

"Improvement in '83—It's up to you, it's up to me" should certainly be the motto at K mart 7429 Auburn, New York.

Employees try to do everything they can to help the customer. Recently, a few minutes after the doors opened one morning, screams were heard from the apparel department. A young woman was calling for help. Her two year old son had gone into convulsions. He was already turning blue and had stopped breathing. Luckily Frank Chodl, camera manager, heard the cries and ran up front to give the boy mouth to mouth resuscitation. He then woke and started calling for his mother.

The ambulance arrived shortly and everything was fine.

Now other employees in the store want to learn how to act in an emergency situation. In the future there will be demonstrations given to employees at the store meetings.



E'Laine (Pixie) Robinson, left, with Colleen Williams, both of K mart 7377, Bend, Oregon.

## Strong Will Speeds Recovery

Store reporter Michelle Fleming

In January, E'Laine Robinson (Pixie) of K mart 7377, Bend, Oregon, was headed up to Mt. Bachelor for a day of skiing with her youngest brother, Eric, when she was in a near fatal auto accident.

For five weeks after the accident, Pixie lay comatose in the intensive care unit, her body crushed from its initial state. A tracheotomy was performed as she fought to breathe, her neck so greatly swollen from a fractured jaw. Surgery was done to remove her spleen and she also suffered a fractured skull, pelvis, and 11 broken ribs. Later complications arose with an inflamed gall bladder, and it too had to be removed.

Pixie was released from the hospital in March and still has a long way to go for a full recovery, but her strong will has helped her to show great improvement.

Some days she can be seen riding her bicycle three miles to her physical therapy appointment.

With the support of her many friends and the community of Bend, Pixie has overcome this horrendous ordeal with a positive attitude and an ever greater lust for life.

Pixie plans to be back at work soon and in the fall is planning to attend college to start her career in physical therapy. Her life is an inspiration to everyone.

## 2 for \$4 Ring Tray Holds Costly Ring

Store reporter Joe Gerdes

A soon-to-be-bride left her \$1,500 engagement ring in Kresge 555, Jennings, Missouri, in a ring tray while trying on the rings. After arriving home, she discovered her plight and hysterically phoned 555.

Luckily, Shirley Steinkamp, jewelry, remembered the young lady trying on rings, went to check the tray and the ring was still there. The customer was so grateful for the store's honesty and help that she couldn't thank Shirley enough.

## Prison on Wheels

Store reporter Richard Beaman

Prison on wheels, a crime prevention exhibit, was featured at K mart 9151 in Putnam, Connecticut recently.

This is an education program which displays modern detection, apprehension and conviction of law breakers. A prison cell, electric chair and gas chamber highlight the display, with attendants on duty to answer any questions.

During the visit to Putnam, over 5,000 people viewed the display, founded in 1947 by the late J. Edward Salvin, former high sheriff of New Haven County.

The purpose of the exhibit is not to glamorize the resources of the police nor to depict the value of prison but to serve as a reminder to those who take the law into their own hands according to Dick O'Brien, unit director of the trailer.

## A Visit to the White House

Store reporter Bonnie Gray



Chris Turner, son of Bonnie Turner of K mart 3579, Springfield, Missouri

Chris Turner, son of Bonnie Turner, K mart 3579, Springfield, Missouri, was chosen along with five other children to visit the White House during a 14 day all expense paid trip from National Broadcasting Company.

Chris and his parents spent their time in Washington, D.C. having highlights of the trip filmed for a primetime special which was aired on Channel 4 in May entitled "Dear Mr. President".

The children spent an hour with the President at which time they were allowed to ask questions and inquire about topics of interest.

They toured the White House with Mrs. Reagan, Speaker of the House, Tip O'Neal, and Senator Howard Baker took them on a tour of the capital. Chief Justice Burger took them on a tour of the Supreme Court, and Donald Regan, Secretary of the Treasury, toured the treasurer's building with the children.

Chris also had the opportunity to present President and Mrs. Reagan with K mart T-shirts and later received a "Thank You" card from them.

Chris, his friends and family had a very enjoyable time and will have memories to last a lifetime.

## A Hair Raising Business

Store reporter Shannon Hopper

Ronda Ford, cashier, K mart 7506, Newburgh, Indiana, strives to make people happy. She lists this as the main reason for studying the field of hair design and eventually wanting to enter the beautician field.

She let her talents be known recently, when she entered her first hair competition and walked away with the first place trophy.

Ronda, who has been attending Roger's Academy of Hair Design since last September, was one of ten students having 1,000 or more hours of schooling chosen to compete.

Competition included choosing a model, creating her make-up, cutting her hair, and styling it while judges watched. Ronda chose a fellow student, Margaret Henderson, who she had practiced on beforehand.

The hair design that Ronda chose was called the parachute, which is a short, tousled look that Ronda achieved by finger drying the hair with a blow dryer, teasing it, and finishing with a curling iron. It is an example of the shorter, fuller hair she said one will be seeing in warmer weather.

Ronda also said that hair for women will have a longer back and shorter sides cut over or halfway over the ears. It will have a full top with no part, and perms will be popular not for curl, but for texture and volume. She said that men's hair will be basically the same as women's, but shorter.

Once Ronda had finished, she said she looked around at the other styles and lost all hope of winning. "I was real nervous and during the judging after they'd come along and looked at our finished style and

then went into the office and closed the door to judge. I just knew," she said. "I said to myself, 'They didn't smile at my model or anything and I just know I'm not going to win because there are so many pretty styles.'"

"And then I thought maybe third place. It didn't matter. I just wanted to place. They called out third place and it wasn't me. They called out second place and it wasn't me. Right then my hopes went down. I thought for sure I didn't get anything," she said.

Apparently Margaret was pleased with her new look, because she kept assuring Ronda they had gotten it.

"And then they announced it," Ronda said. "They said, 'First place goes to number eight' and that was me and I said, 'Oh my gosh, we got it!'"

"My heart jumped out of my skin. I was so happy," she added.

Despite the beforehand nervousness, Ronda now admits the competition was fun and she is glad she did it. It has helped build her confidence and she plans to enter more competitions.

Ronda decided to enter hair designing after rejecting her earlier hope of becoming a vet because she "loved animals too much". Besides, making people happy is an additional career goal in which she has a need to fulfill and she found this in hair designing and cosmetology.

She jokes about how even before she started school she loved to cut hair, especially her own, her mother's and her sister's, but usually without satisfactory results. Even now she says that her family has been the guinea pigs for her mistakes.



At K mart 4301, Lima, Ohio, it is evident summer is here as employees Tim Nelson and Cindy Kelly dress for the active life. They modeled these action-wear separates for the local newspaper as part of a special "Fashion's 1983" feature in the paper. Not only do Tim and Cindy look terrific in their fashions but it presented free advertising for K mart's apparel department.

Ronda Ford, K mart 7506, Newburgh, Indiana.



## Seniors Make Top 10

Store reporter Jan Yates

Two proud mothers at K mart 9080, Altus, Oklahoma, were recently acknowledged at a morning meeting as they both have seniors who are in the top 10 of their graduating classes at Altus High School.

Mae Goodgame, area merchandiser, has a son Roland who earned honors of salutatorian.

Employee Coreen McClain has a daughter Charlene who was in the top 10 of her class.

Part-timer Scott Parker won number two with his partner in a recent Southern Conference Tennis Tournament.

Personnel and Training Manager Jan Yates' son Bo is a member of the baseball team at Blair School which recently took the district champ title.

Apparel manager Beverly James' son Randy did well at the county and state livestock shows held recently.

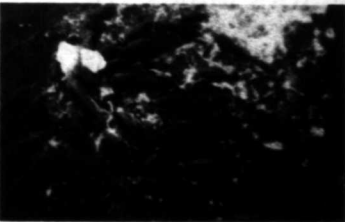


Mike Moon, son of Gary Moon, K mart 7129, Meadville, Pennsylvania.

# Karate Lessons Pay Off for Sixth Grader

Store reporter Theresa Bean

At a recent Karate Competition held at the Meadville Area High School, Mike Moon, son of Gary Moon, general manager of K mart 7129, Meadville, Pennsylvania, took third place in the Junior Division of the Kata event. Mike competed against 20 other students of varied degrees and belts to win a trophy. He has studied Karate for one and one half years with Chuck Muckinhaupt at the House of Self Defense and is a first degree Green Belt. The discipline of Karate has given the under five foot, 11-year-old self-confidence and developed coordination. As a sixth grader at Neason Hill Elementary School, Mike is active in volleyball, chorus and plays the trumpet in the orchestra and the All-City Orchestra.



A mess of carp going after a piece of bread. Also at 7129...

A 25 minute drive from K mart 7129 is the Linesville Spillway located on Pymatuning Lake. The Linesville Spillway is most famous for "the ducks that walk on the fish". The phenomenon is caused when people feed bread to the carp in the Spillway. The carp fight for the bread and pile on top of one another. They are so thick that the ducks actually walk on the fishes backs. A picture of this phenomenon was acquired by the Ripley's Believe it or Not Museum in Santa Rose, California in 1976. Tourists drive for miles to the Linesville Spillway to see "the ducks that walk on the fish", because there are many non-believers.

# Page for a Month

Store reporter Florence McGinnis



Left to right: Anthony Clay, Governor Bill Clinton, Tom Styles.

Anthony Clay and his friend Tom Styles were selected to serve as pages in the State Senate during the month of February. Anthony is the 14-year-old son of Dorothy Clay who has been bookkeeper at K mart 4052, Fort Smith, Arkansas, for the past 20 years. Anthony's most recent accomplishment found him winner in the District National History Essay contest and he will also compete in the state competition. He maintains an overall A average in his grades and is interested in politics and law.

# Jean Buie Crosses Finish Line

Store reporter Barbara Poolay

Update on the marathon runner from K mart 3298, Boise, Idaho, Jean Buie. After eight years of running, two years of serious thinking, four months of serious training, one complete sleepless night and two days before she would be 42 years old, the day of her first marathon dawned. This is Jean's story. "Eight o'clock found me crossing the starting line at Lucky Peak's, Sandy Point, my husband and children waving and wishing me luck. The icy wind soon disappeared and sweat began appearing on the runners' shirts. I was running on an overload of adrenalin and had a very hard time finding an easy pace that wouldn't lead me to exhaustion. "I seemed to be staying pretty close to one runner, and after a little conversation, I learned that he always ran an eight minute mile. I decided to try to stay with him. (That was my usual pace). "When the wind turned against us he told me to get behind him so his body would block the wind for me. This helped. "At each mile check point, we were still on an exact eight minute pace. My children where always waiting at the water stops, handing me cups of water and my husband snapping pictures. After 14 miles I could feel myself beginning to tire. At this point I said goodbye to my friend and slowed down a little. At 18 miles I thought, "Well, here I go", I had never run 18 miles. "At the 20 mile point, I was moving slower and began thinking that I might not make it. But I wanted a shirt and to get it I had to cross the finish line.

"The bottoms of my feet were hurting. The pavement seemed to be pounding into my bones. All the runners encouraged each other. "As I neared Bronco Stadium, people began to cheer, which seemed to quicken my pace. I still had a lap around the track to reach the finish line. "The softness of the track eased the pain from the hard pavement on the road. I couldn't help smiling as I reached the end, and heard my name and time announced over the loud speaker, "I got my shirt!". Jean also received a medal for coming in second in the women's 40-49 category. Her time was 3 hours, 49 minutes, 20 seconds. She accomplished her goal of running 26.2 miles.

# This Robot Walks, Talks, and Blows Up Balloons

Staff at K mart 7100



Johnetta Wagner, K mart 7100, Sheboygan, Wisconsin, and her robot

Johnetta Wagner, K mart 7100, Sheboygan, Wisconsin, might not be one in a million, but she is the only personnel and training manager who has her own personal remote control robot. Johnetta entered a nationwide contest sponsored by Showtime, a cable movie station, and was selected from a quarter of a million participants as the recipient of a \$10,000 robot. "I entered the contest hoping to win a camera. They were giving away Yashica cameras and I thought I might have a chance of winning one," Johnetta says. She was shocked when she was notified that she had won the Grand Prize robot. The robot is remote controlled, walks, talks, has a video tape player and recorder, TV monitor, two cassette players, a reverb sound system, blows a horn, balloons, bubbles and presents business cards. It also has a wireless microphone, and both arms and hands move. One of the frequent questions asked of Johnetta is "What are you going to do with it?". The robot was built to entertain and do promotional work and she is planning to use it accordingly.

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Bobbie Phillips, daughter of Nancy Hawkins, K mart 3038, North Charleston, South Carolina.

## Miss South Carolina National Teenager

Store reporter Debbie Quick

Bobbie Phillips was crowned Miss South Carolina National Teenager in Columbia, South Carolina recently. She is the daughter of Nancy Hawkins, bookkeeper at K mart 3038, North Charleston, South Carolina.

Bobbie is 15 years old and a junior at Hanahan High School where she is a varsity cheerleader.

In addition to being crowned Miss South Carolina, she also walked away with a trophy for being most photogenic.

In the talent portion of the pageant, Bobbie sang "Nobody" by Sylvia.

K mart 3038 was honored by having Bobbie give a preview of her song at a morning meeting.

In addition to the crown, Bobbie was awarded a four year tuition scholarship to Oklahoma City University, a full scholarship to the Barbizon School of Modeling, a \$1,000 cash scholarship, the official tiara, a banner, and two trophies.

Bobbie has other trophies to her credit. She won first place in television commercials and second place in photography at the Millie Lewis Modeling convention last year.

She was crowned Miss Hanahan High 1982 in her freshman year.

Bobbie plans to pursue a career in acting after she attends college.

The Miss National Teenager pageant will be held August 20 in Florida and televised nationwide.

## Benefit Softball Tourney

Store reporter Jerry Hetrick

Hard work, good fun, and a worthy cause brought Georgia Distribution Center, Shenoandoah, Georgia employees together for an all-day softball tournament recently.

The tournament had its beginning when Kenny Hanson, 1st shift Repack, heard about an accident a fellow Repack employee's son had. Duck Ingram's 16 year old son Terry went swimming with his two brothers and a friend on May 1, 1983. Terry dove into the water and suffered a severe spinal injury which left him paralyzed.

Kenny asked fellow employees if they would be interested in holding a benefit tournament to help raise some of the money the Ingrams will need for the special equipment that will be

needed when Terry comes home from the hospital in three months. The more Ken talked the more enthusiastic the GEO employees became.

Ten teams, with 140 ballplayers, participated in the Terry Ingram Benefit Tournament. People from every shift volunteered to be scorekeepers, umpires and concession stand workers. They sold raffle tickets and the baked goods that were brought for a bake sale.

The participation of the employees shows the desire to help a member of the K mart family," said Ken Brockman, 2nd shift Plant Manager. Wives, husbands, brothers, sisters and children of the GEO employees were there to help in every way. "How can I help" and "keep the change" were words often heard that day.

Local merchants and businesses donated supplies and money.

Over \$2,000 was raised to help the family of Terry Ingram. Fellow employees are behind Duck and his family with emotional, spiritual and financial help. The Ingram family will all have to have training as physical therapists before Terry can come home. A special room will have to be added to the Ingram home to accommodate the equipment needed to care for Terry.

Ronnie Goodman, 2nd shift Repack, summed up the day. "It makes me feel good and makes me proud to know that I am part of a group like this."



Tammi Runyon, left, and Fred Pearl, center, display their "Boss of the Year" plaques as they are congratulated by store manager Don Statham of K mart 4146, Everett, Washington.

## Boss of the Year

Store reporter Shirley Warner

Fred Pearl, shoe department manager at K mart 4146 Everett, Washington, was recently elected Boss of the Year by Distributive Education Clubs of America (DECA).

This is the organization that gives high school students business experience and guidance while earning credits toward graduation.

Pearl has been with K mart for eight years. During those years he has hired four DECA students, as he believes it to be a worthwhile program and is glad to be part of it.

Tammi Runyon from Everett High School has worked for Fred for 14 months. She nominated him for the award and said, "Fred makes us all work very hard, but we like doing it because Fred's the kind of guy you want to do a good job for. In a way, I wish I didn't have Fred for my first boss because I'm sure that all my bosses in the future might not be as excellent as Fred Pearl has been for the 14 months I've worked for him."

## History Awards for Part-Timer Phyllis Shirley

Staff at 9054



Phyllis Shirley, K mart 9054, Union City, Tennessee.

Phyllis Shirley who works part-time in the cash office at K mart 9054, Union City, Tennessee, recently graduated from the University of Tennessee at Martin.

She was initiated into Phi Kappa Phi national honor society and the National Political Science Honor Club. She received the Departmental History Award and the Tennessee Historical Commission Award.

She is continuing her education at the University of Tennessee and also her employment at 9054.



Mike Fritz of K mart 4396, Santa Clara, California, as Darth Vader.

## Darth Vader Visits K mart

Store reporter Rich Kirvin

The empire struck K mart 4396, Santa Clara, California when the villainous Darth Vader paid a visit. He was at the store to promote the new "Return of the Jedi" merchandise and have the engineers at nearby Silicon Valley make repairs on the infamous Death Star space ship.

The whole affair was arranged by assistant manager Mike Reynolds, who wanted to stir up some excitement to tie in with the opening of the latest Star Wars saga. He had no idea the response would be so great. When Darth Vader made his entrance, there were over 100 children and adults waiting for him.

During his three-hour stay, 4395 sold out of almost every Star Wars related item.

Camera manager, six-foot, six-inch Mike Fritz played the part of Darth Vader so well that some of the employees were heard to say, "Thank you force shopping our K mart".

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## A Job for Everyone

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*This is a story about four people named  
Everybody. There was an important job to  
be done, and Everybody was sure  
Somebody would do it. Anybody could  
have it, but Nobody did it. Somebody  
got angry about that, because it was  
Everybody's job. Everybody thought  
Anybody could do it, but Nobody  
realized Everybody wouldn't do it.  
It ended up that Everybody blamed  
Somebody when Nobody did what  
Anybody could have done.*

Our thanks to Joann Cates  
of K mart 7210,  
Mansfield, Ohio.

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